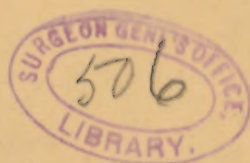


# KEELEY (THE) CURE.





# THE KEELEY CURE. See Page 41.

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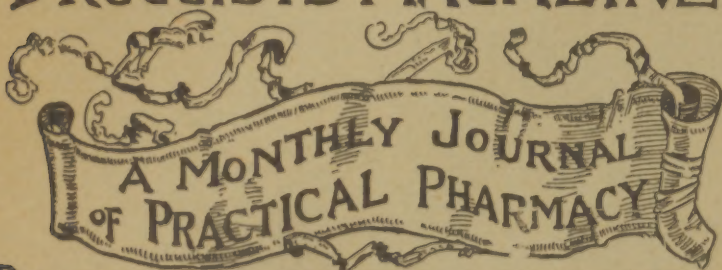
APRIL.

NO. 74

## THE FORMULARY

AND

## : DRUGGISTS' MAGAZINE :



DEVOTED TO THE EVERY-DAY WANTS, USES,  
EDUCATION AND INTERESTS OF DRUGGISTS.

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506

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Written for THE FORMULARY.

## THE KEELEY CURE.



DR. LESLIE E. KEELEY.

Subscribers to this Journal in all parts of the country are writing us asking, "what do you know about the Keeley Cure?" We receive many letters daily with this or similar inquiries, and as we have no time to answer them personally we take this means of answering them generally. Druggists, more than any other class, come in contact with those who have the unfortunate "habit of drink" and it is to druggists that these victims first appeal for help, when they discover that they have so far lost control of their will power as to do what their better judgement tells them is demoralizing, degrading and injurious. It is to druggists that the transgressors come, after over-indulgence, for a "bracer" of whisky and quinine, mineral waters of various kinds, tonics or nervines, such as they would recommend, (for druggists are supposed to know everything) doses of bromide, chloral, bromidia or other sedatives to steady the nerves and let them down easy from the shock of a "spree." So druggists, as we have before remarked, more than any other class, come in contact with those who drink to excess, and they naturally inquire of them about the Keeley Cure. The Medical and Pharmaceutical Journals of this country, almost without exception have criticised the Keeley treatment adversely, some of the



most prominent ones have denounced it bitterly. We do not learn that these denunciations have been made on any evidence which would warrant such action, but mainly through the spirit of professional animosity, which is always opposed to success, unless "they are in it."

The chief complaint of the Medical Journals seems to be that Dr. Keeley has acted "unprofessionally" in not making his treatment public; but, let us ask in all fairness, what physician who has discovered a specific treatment for any disease and has spent years of time and much money in developing it to a success, therapeutically and financially, can be expected to impart this knowledge and experience, which is his only capital in trade, to a greedy, thankless horde of his fellows who have neither the ability or ambition to study it out for themselves.

Why the Pharmaceutical Journals take the stand that most of them do against the treatment is not so plain, except it be that they follow the example of their medical leaders; for most of them must know cases within their own observation in which this treatment has been a great benefit.

It is not the object of this paper to advertise any individual, nor to endorse any manner of treatment which is not made public, but in simple justice, as is the right of every editor who is interested in the problems of the day, to state what we know concerning this treatment and its results, and to correct, so far as we may, unfavorable impressions which may have been formed about it from unfair articles published in newspapers, medical and pharmaceutical journals.

Although we had known Dr. Keeley by reputation for some time we first became acquainted with him in a business way in 1886 when he was beginning to introduce his Double Chloride of Gold treatment to the public. This was a home treatment, advertised almost entirely for the opium habit. It was not until some years later that the Keeley Institute was founded, and the cure for drunkenness introduced.

Our business acquaintance began by his purchasing from us a quantity of our Working Formulæ, which he presented to druggists who would send him a certain number of names of persons addicted to the opium habit in their neighborhood. To these he sent circulars of his treatment, which we have no doubt brought him a good return for the outlay. Thousands of druggists throughout

the country who responded and were recipients of these books will remember.

Although the business was very successful the Dr. was not satisfied. He saw the need of a personal treatment of those addicted to the liquor habit. This evil was far more general than the opium habit. Where there was one opium drunkard there were hundreds of alcohol drunkards. Inebriate asylums and other institutions (of which there were many) for the cure of those who drank were not a success, at least so far as the cure of the habit went. The Dr. was constantly studying and experimenting scientifically to perfect a specific cure for this unfortunate condition. At last he succeeded and after repeated and tested trials of the cure to his satisfaction the Keeley Institute for the cure of the liquor habit was established.

It was founded on strictly scientific principles and its success, from the first, has been phenomenal. It supplied a long needed want and was organized and conducted by the right man—one who had made a study of the conditions that were to be met, and had experimented to a successful issue on the treatment required. Nearly every county in the United States has sent "students" to this Institute at Dwight, Ill., or quite recently to the branches established in various states using the same treatment as is employed at the parent "college." Most of our readers know what the result has been, and have met the "graduates," improved, physically mentally and morally since their return to their homes.

It would be superfluous to attribute any philanthropic motives to one who makes the pursuit of the almighty dollar so prominent a feature of his business; but when we look around among those who have been noted in the past as philanthropists, it will be seen that in most cases their philanthropy began after their wills were read and they had no further use for their money.

It is possible that Dr. Keeley will—after he has filled his coffers from those unfortunates who can well spare the outlay—establish an institute for those less favored ones who have not the price to pay for the redemption from their folly.

Be that as it may, he has, at any rate, aside from the pecuniary benefit derived from his treatment, the satisfaction of knowing that he is benefiting a portion of mankind by elevating them to the higher level of their own self-respect and the confidence and respect of the community in which they move.

Although we do not credit him with philanthropic motives, there

is no man in the United States, to day, that is doing so much for the betterment of the condition of his fellows as is Dr. Keeley.

#### THE DISEASE AND ITS TREATMENT.

Science recognizes Inebriaty, or the Liquor Habit as a disease, a species of insanity impelling the victim to do what his better judgment and the dictates of his conscience condemns.

Any system of treatment which aims to cure the liquor habit must treat the mind as well as the body. The mental health must be restored as well as the physical. There must be a desire upon the part of the patient to be cured, and a resolve to stay cured, when once that desirable end is accomplished. Without this, favorable results can hardly be expected, for

"A man convinced against his will  
Is of the same opinion still."

It is true that many are taken to the Cure by their friends or go of their own accord when they are in no condition to know whether they want to be cured or not, but, associating with others in the more advanced stages of the treatment, they soon begin to be of the same mind with them, and are enthusiastic in their hope of a bettered condition, and a resolve to hold fast to the advancement they have made.

In our opinion it is the mental rather than the physical cure that is permanent and constitutes the great success of this treatment; but we cannot ignore the value of the physical treatment in bringing about the condition requisite for the mental cure. As pharmacists and physicians we know that medicinal agents are eliminated after a limited period, but mental impressions remain if encouraged and are prominently before us perhaps for a life time. When once the physical body is put into a healthy condition and the mind started in the right direction, with every incentive to hold steadfast to its new life, the temptation to drink grows less and less, and the resolve to abstain stronger, until in a short time the thought of drinking is as repugnant as when, in the rash experiment of youth, the boy took his first drink to make believe he was a man.

To the graduate of a Keeley Institute a new world is unfolded. They all say, "I feel like a new man." Friends who have shunned the *drunkard*, shake hands with the *man* and bid him God speed. Words of good cheer and encouragement meet him on every hand. The path that was "rocky" in more ways than one is strewn with flowers of hope. The avenues of business which were closed to the

inebriate are opened wide to the reformed, and he is bid to enter. With health regained, hope renewed, confidence re-established, the hand of fellowship extended on all sides and the future smiling a welcome to his earnest endeavor, what wonder is it that the Keeley Graduate feels like a new man and puts aside the memories of his past misfortune as only a troubled dream.

As to the medicinal treatment, we are much interested but Dr. Keeley does not "give it away." All the medicines used are prepared at the Dwight laboratory and forwarded to the branch institutes. The important part of the treatment—the hypodermic injections of what is claimed to be the "Double-chloride of Gold," is administered only by the attending physicians and we have never had an opportunity to examine it. The other treatment is mainly tonic, and the attending physicians at their discretion add whatever may seem necessary to meet the requirements of different cases. The effect of the treatment seems to be to abort the appetite for liquor and restore the shattered nervous system, and the various organs to their proper tone and functions. With the restoration of the mental health, and with the two combined the patient starts out his new life, somewhat the worse perhaps for the wear and tear of the old, but in a greatly improved condition, from which but a very small percentage relapse into their old habits.

In Westfield, which has been our only field of personal observation, nine of our citizens had graduated from the Institute at Dwight, previous to the establishment of the branch Institute here, since which time over thirty more of our residents have taken the treatment. The Dwight graduates have been from 6 to 18 months returned and although they were the worst drinkers we had, have kept straight to the line with greatly improved health, appearance and business qualifications: Of the thirty more recently graduated or under treatment, the same may be said, although sufficient time has not yet elapsed to make the test conclusive.

We take great pleasure in presenting letters from some of our esteemed citizens who were among the early graduates from Dwight.

The following is from one of the best known Authors in America, who has written scores of books and if his name was given would be known to every man, woman and child who can read in all English speaking countries; His unfortunate habit has somewhat dimmed the brightness of his literary career, but we trust with his renewed energy and confidence in himself, due to the Keeley treatment he will continue to shine pre-eminent in the Galaxy of America's most popular authors.

Westfield, N. Y. March 16th. 1892.

Dear Mr. Fenner:-

I thank you for the opportunity you have so kindly given me to tell the professional readers of the widely circulated FORMULARY something about the Gold Cure, for it has seldom been my good fortune to address so large and intelligent an audience; but I am surprised to find that there are so many among them who still doubt the marvelous efficacy of the remedies that have done so much good in this unhappy world of ours. In spite of the most strenuous opposition on the part of interested physicians and an unfriendly press, the Gold Cure has become an acknowledged power in the land; and this is proved by the fact that Dr. Keeley has lately closed a contract with the government of the United States which authorizes him to establish a branch institute of his company in each of our twenty-eight Soldiers' Homes both State and National. The Board which has the matter in charge is composed of such gentlemen as the President of the United States, Chief Justice and Secretary of War ex-officios. and General Wm. B. Franklin, President. Such an indorsement, it seems to me, ought to satisfy every doubting Thomas that the Gold Cure is just what it professes to be and nothing less, and to silence forever those wise-acres who have so long and loudly denounced Dr. Keeley and his remedies without ever taking the trouble to make the acquaintance of one or to investigate the others. If these physicians imagine that the public does not fully understand the reason for their hostility they are vastly mistaken. Professional etiquette declares that Dr. Keeley had no business to keep the secret of his formula to himself, but that he ought to have published it so that every empiric in the land might have a chance to share in the profits. Do you suppose that that is what any one of his defamers would have done had it pleased fortune to place the secret in his hands instead of Dr. Keeley's? The idea is so absurd that no sensible man will entertain it for a moment. In fact, a gentleman who stands among the highest in the profession told me not long since that there is not one doctor in a thousand who would have done it, and he was free to add that he would not have done it himself. The truth of the matter is that Dr. Keeley did offer his formula to the profession at large and even urged it upon their notice, but they would have none of it. Now, after he has made himself a millionaire twice told, they would be glad enough to get it; and because he will not give it to them, they and the newspapers they can control pounce upon and magnify every instance of relapse with "ghoulish glee," but say not one word about the army of drunkards who have been redeemed and cured, made well and happy and restored to friends and home through the agency of the Gold Cure—an army greater than that which followed Sherman in his "wondrous march to the sea." A case like that of the gifted "Felix Oldboy," and those like Fair and Earle and others that have attracted public attention and given the enemies of the good doctor the opportunity, for

which they are ever on the alert, to point the finger of scorn and calumny at him and his professions, are greatly to be deplored; but the sixty thousand of us who have gone to the institute at Dwight and its branches suffering in mind and afflicted in body, bound hand and foot with fetters of steel by the demon of drink, and who have been made free men and restored to sound mental and physical health by one of the greatest benefactors the world has ever seen (may Heaven's choicest blessings rest on his gray head) — we do not hesitate to affirm that the double-chloride of gold was in no way responsible for their untimely and lamentable death. A man who tries for a long term of years to drink himself to death, who invokes the aid of the Cure after he has become soaked in whiskey and mentally and physically wrecked, is looking for a miracle if he expects any known remedy to make a sound man of him again. When the Gold Cure begins to get in its work, and the liquor that has sustained him for perhaps a dozen or twenty years is all driven out of his poor, abused body, in the nature of things there must be a quick and sudden collapse. There is no power this side of Heaven that can prevent it; and these are the unfortunates whom Dr. Keeley's defamers hold up to public gaze to wound the sensibilities of suffering relatives who have already been too sadly afflicted. Meantime, while the doctors kick against the pricks by impotently denouncing the Gold Cure, the whiskey dealers go on with their fiendish work of making drunkards, pious mothers and loving fathers by admonition and prayer try to save them, ministers and orators dwell eloquently on the dire evils of intemperance, Washingtonian Homes shut them up in padded cells and leave them to die for want of the accustomed stimulant, and modest old Dr. Keeley and his corps of trained assistants receive them with open arms, give them all the whiskey they need and in due time send them back to their rejoicing friends, *cured forever*. These gentlemen solemnly promise that they will take away from the inebriate all craving for liquor, and in no case in which their mild and reasonable requirements are complied with do they fail to keep that promise. If a patient drinks again after leaving their protecting care the fault is his own. He is utterly irreclaimable. There is no hope for him this side of the grave, for the Keeley Institutes are emphatically "the Courts of Last Resort."

But why multiply words and take more of your valuable space than the druggist would rather see occupied by your reliable formulas? My honest advice as a friend and well-wisher of every poor, suffering victim of drink who longs for his free manhood once more is this: Investigate the Keeley Cure for yourself and shun all "fakes" as you would shun a pestilence. Give no ear to the idle vaporings of those who would stop you, but act on your own responsibility and do it at once. If you cannot go personally to the nearest branch institute, write to it, asking for the name of one or more of its graduates. The kindly gentlemen in charge, who are one and all animated by a sincere desire to reach and relieve just

such persons as you are, will surely comply with your request, and very likely they will send you some of their literature in which you will find testimonials of cures of drinkers whose condition was worse than yours is now. If you write to a graduate, telling him frankly and freely what you want and inclosing stamp for reply, you will get it; and my word for it, you will also get some brotherly counsel.

\* \* \* \*

The following letter is from a professional man of great ability, who was addicted to the liquor habit but has been restored to the confidence and esteem of his friends, and his ability for business, by the Keeley treatment.

WESTFIELD, N. Y. MAR. 18, '92.

B. FENNER.

Dear Sir.—For a number of years, as you very well know, I had been addicted to the habit of drinking liquor to excess; not every day, but periodically. After remaining sober for a period of from six weeks to three months, during all of which time it was a continual fight for me to keep from drinking, I would finally yield, and as soon as I had taken the first drink the "season" commenced, and no matter what business I had on hand it was neglected, and my whole attention was given to drinking whiskey. I would drink night and day, until I became so sick that it was impossible for me to get out of bed, and there I remained until after careful nursing of from three to four days, I was once more able to get out and attend to my business: During one of my periods of "sobering up" my attention was called to various articles relative to Dr. Leslie E. Keeley's cure for the liquor habit: One in particular written by Albert E. Hyde, whose experience therein described seemed almost identical with mine, and so much was I impressed with that article that I then and there came to the conclusion that if the treatment therein described had proved so beneficial to him, that I would try and see what effect it would have upon me. I knew the habit was fast getting the better of me; my periods of sobriety were of shorter duration than they formerly had been. I was skeptical, but hoping that the treatment would prove as beneficial to me as from the various accounts I had read it had been to others, and knowing that a change of air would at least be a benefit to me, I left here on the 10th day of May, 1891, with the avowed intention of taking the treatment, and following the directions of Dr. Keeley in every respect. I arrived in Dwight in time for the 12 o'clock "shot", on the 11th day of May, 1891, and at once commenced the treatment which was to cure my habit of drinking. I took the whiskey that was given me four times a day for three days, at the end of which time I gave it up voluntarily. My appetite was good, I slept well, and in fact I felt better than I ever remembered of feeling before. I remained in Dwight taking the "tonic" and "shots" regularly and according to directions, until the 1st day of June, 1891,

at which time I was discharged as cured. In fact I knew that I was cured, and I had known it for a period of over ten days. And although at different times since leaving Dwight I have been placed under, what, formerly had been strong temptation, I have never since the 14th day of May, 1891, had the least desire or appetite for liquor. Since leaving Dwight, my health has been perfect, and I have never at any time thought that the treatment had had an injurious effect upon me. There is a "Keeley Institute" in Westfield, where a person who feels that he is in the same condition that I formerly was, can obtain this treatment, in every way as good, if not better than at Dwight; and if at any time a reader of this letter should desire information thereto, I will cheerfully answer any and all inquiries.

\* \* \* \*

We would like to publish letters from the other seven Dwight graduates from this town but our limited space forbids, suffice it to say that one was a prominent merchant, one a young man about town, with too much money to spend and too little to do, one, formerly a banker, two farmers, and two in other business. They are fairly representative of the "better class" who drank to excess, and lost control of their will power. It is pleasing to note their improved health and appearance, and the confidence which they now have in themselves and that others have in them.

Of the recent graduates of the branch institute at this place quite a number were "rough skuffs" who have been "terrors" to the community. Some of them have been sent by the contributions of the citizens, and others have "raised the wind" in other ways to put them through the treatment. So far they all hold out faithful to their new standard of life, with a good prospect of being respectable and respected citizens instead of social outcasts as they formerly were.

One of the worst ones said to us the other day, "Why! there is not money enough in the county to tempt me to go back to the old life again." Another who had formerly been in our employ in the laboratory, but could not control his appetite for drink, met us and said, "I feel like a new man, and have not the least desire for drink, In fact, I think nothing about it any more than as if I had never drank a drop" and that is the sentiment and experience of all of the Keeley Graduates, so far as we can learn.

In the face of the evidence of the good that Dr. Keeley and his treatment is doing, we cannot understand the attitude assumed by the medical and pharmaceutical press against the Doctor: but it is

refreshing to find once in a while a physician honest enough to express his opinions from the evidence within his ken, and we cannot conclude this article better than by quoting from the Chicago Tribune, March 26th, 1892.

Dr. Romaine J. Curtiss, the surgeon of the Illinois Steel company, surgeon in charge of St. Joseph's Hospital of Joliet, formerly Health Commissioner of that city and formerly Professor of Pathology, Hygiene and Bacteriology in the College of Physicians. Chicago, writes at length to The Tribune, among his statements being the following.

I have been acquainted with Dr. L. E. Keeley's method of treatment of inebriety and the remarkable cures he has performed ever since he began the specialty of treating this and kindred diseases. During this time I have been a resident of Joliet, Ill. within 40 miles of Dwight and have had all the opportunities an observer could wish for accurately observing and studying his methods and results. I have no interest in Dr. Keeley's business, I have not been treated as a patient, nor am I using his remedies as a physician, my business and practice being surgery.

I have visited Dwight several times during the last few years. I have seen the large numbers of people who were his patients under treatment. I have been made familiar with the statistics of the cure. I have read the criticisms made by eminent medical men on the cure. I have studied the subject from its pathological standpoint and am personally acquainted with 100 men from my own city and vicinity, many of whom I sent to Dr. Keeley myself, who are cured and who remained cured, several of them of five years standing. I have studied carefully the cases I have had under my observation who have been treated and cured by Dr. Keeley. I could give very accurate statistics relating to details. Some of these were drunkards for ten and twenty years—they were diseased, broken down morally, physically and mentally. They went to Dwight and returned transformed after three weeks. The result was a surprise to all—and particularly to the medical men. It was like seeing a worm spin a cocoon, and after a few days, emerge an insect with many colored wings.

I cannot avoid speaking of the outward social and general appearances in these men, because the transformation from inebriety and all-around degredation to sobriety usefulness and manhood in so short a period of time is so very striking. Seeing these things my scientific curiosity was excited, and being well acquainted with Dr. Keeley, I think he has particularly favored me with a knowledge of his methods for the cure of inebriety. I therefore know that his pathological foundations are built on the solid rock and will stand as long as the primeval granite. There is no error in Dr. Keeley's foundation theories, from the standpoint of pathological science. He regards inebriety as a disease—having its symp-

toms and having its social and moral relations. He does not attempt a cure by "moral" or "religious" or "social" therapeutics, but in the treatment of this disease, he has simply applied the old and tried general principles of cure to the disease. The special treatment is, of course, Dr Keeley's own discovery. The special method is as much his own discovery as the transmission of sound by the telephone was an individual discovery: And the discovery of a person who applied the known principle of electricity to the sound waves and the instrument he named the telephone.

Dr. Keeley's personal property or personal rights as a discoverer consist in his special pathology or the special nature of the disease of drunkenness. No man before him ever said or knew that the disease of alcoholism was a variation in type of nerve cells, caused and caused only by alcohol. No man before him ever said or thought or dreamed that any remedy could take away the necessity which exists in alcohol poisoning for the presence periodically of alcohol.

So far as general results go, no criticism of any unfavorable character can be given by the world against Dr. Keeley's discoveries.

The small per cent of apparent failures only prove the truth of the general rule. The general principals of telephony are true though an occasional telephone may refuse to work. Dr. Keeley's general principals of the cure of inebriety are true, though an occasional drunkard may fail.

I regard Dr. Keeley's discovery in its medical relation greater than that of inoculation, or the use of anæsthetics. Socially it is greater than the abolition of slavery as a moral evil. Keeley's cure will emancipate more and nobler slaves than Lincoln's emancipation proclamation.

In fact from the scientific and social standpoint, I regard Dr. Keeley's discovery as the crowning glory in human development of the nineteenth century.



A Suggestion for a Keeley Trade Mark.

## THE COLUMBIAN WORLD'S CONGRESS OF PHARMACISTS.

A congress of Pharmacists is proposed to be held sometime in May or June 1893, at the World's Columbian Exposition grounds. It is proposed to hold two sessions daily for three days, during which interesting papers will be read and important matters discussed both by American and Foreign pharmacists.

The Seventh International Pharmaceutical Congress will probably be called to meet at the same time and place, and it is hoped that steps may be taken for a Universal Pharmacopœia.

Dr. W. G. Gregory, of Buffalo, N. Y., has been made a member of the Pharmacy Council of the World's Auxiliary of the Columbian Exposition.

## Miscellaneous Formulæ.

*Many correspondents who have written us for formulæ will find them under this heading, as we intend to give in this department formulæ that are frequently called for, and in "Chat with Correspondents" formulæ and information of a more special nature. We will also be pleased to receive for this department contributions from our subscribers of such practicable formulæ as will be of general interest.*

### ANTIKAMNIA.

This preparation is extensively advertised as "a succedaneum for morphia."

The title is proprietary and the preparation is put up only by Antikamnia Chemical Co., St. Louis, Mo.

A similar preparation may be made as follows:

Acetanilide .....	1 ounce.
Bi-carbonate sodium.....	20 grains.
Caffeine.....	6 grains.

Rub them together to a coarse powder.



